

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, October 17, 2013
Hollywood Chamber of Commerce
7018 Hollywood Blvd.**

Directors Present	Frank Stephan, President	Clarett West Development
	Monica Yamada, Treasurer	CIM Group, LP
	Leslie Blumberg	The Fonda Theatre
	Chris Bonbright	Whitley Court Partners
	Joseph D'Amore	Hollywood Commercial
	Michael Gargano	Argent Ventures, LLC
	Leron Gubler	Hollywood Chamber of Commerce (ex-officio)
	Jan Martin	AMDA
	Galo Medina	Comprehensive Financial Services
	Drew Planting	GPI
	Mark Stephenson	Hollywood UMC
	John Tronson	Tronson Investment Group
Directors Absent	Lynda Bybee, Vice President	Metro
	Don Mushin, Secretary	Toyota of Hollywood
	Greg Beck	Champion Real Estate
	Charlie Colletta	HEI, LLC
	David Green	Nederlander Organization
	John Lyons	Avalon Hollywood/Bardot
Staff	Kerry Morrison	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
	Joe Salazar	BID Security
	Steve Seyler	BID Security
Guests	Captain Peter Zarccone	LAPD Hollywood
	David Benavente (director-elect)	Shine America
	Mark Echeverria (director-elect)	Musso and Frank

I. Call to Order

The meeting was called to order by Board President Frank Stephan at 4:09 p.m. New LAPD Hollywood Captain Peter Zarccone introduced himself, stating that he has been here about a month now, and he has over 25 years with LAPD.

II. Open Forum

There was no public comment.

III. Approval of Minutes

It was moved by Jan Martin, seconded by Chris Bonbright and **CARRIED to approve the minutes from the Board's September 19, 2013 meeting.** 9 voted in favor.

IV. Treasurer's Report

- A. Review and approve September 30, 2013 Statement:** Morrison stated that due to parcels vacated on Vista del Mar and Carlos, a refund for assessment overpayment will need to be issued to the property owner, and the assessment will be less next year on those parcels. Yamada reported that there is a favorable variance for the rest of the year, but we are monitoring insurance related expenses. Morrison stated that the city requires the BID to have \$500,000 of D&O insurance and previously the board had elected to carry a \$5M policy, dating back to 2000. This year, the prices have increased dramatically, and we had to bind a \$2M policy at a cost of \$15,500 for a year, where previously a \$5M policy was only \$7,600. Currently we have a \$2M policy in place, but are working with our insurance consultant, Steve Romine, on a better solution. Our broker has been asked to research costs associated with a \$3M excess D&O policy.

It was moved by Chris Bonbright, seconded by John Tronson and **CARRIED to approve the treasurer's report ending September 30, 2013.** Ten voted in favor.

- B. Report from Budget Working Group: draft of 2014 Budget:** Yamada said the working group met (comprised of Lynda Bybee, Galo Medina and Drew Planting), to come up with a budget and a recommended roll-over. At this point, staff will come back with a budget predicated upon current assessments (which are slightly less than last year) and a \$400,000 rollover. The working group will meet again in preparation for presenting a detailed budget at the November board meeting.

V. Committee/Activity Reports

A. Marketing and Communications

- 1. Report from Hollywood Blogger Tour:** Strecker reported that the first Hollywood Blogger Tour took place on 9/21/13 and was a huge success, visiting several locations including the Hollywood/Vine Metro station, the W Hotel, Capitol Records, Avalon Hollywood, Lost & Found, and the EaCa Alley. He said all the businesses were extremely welcoming and easy to work with and that the bloggers all seemed to enjoy the event.
- 2. Next Big Ideas Brainstorming:** Strecker said the Big Ideas working group will be meeting again at AMDA on October 23. He presented the "sub-neighborhood" mosaic collages, representing the assets in several sub-neighborhoods of the BID, and the ideas to foster leadership within, and recognition of these areas. Tronson said he is concerned about marketing to our own stakeholders, although he was not able to attend the previous meeting, his coworkers had reported back to him. He said it is already difficult to bring in tenants and he feels further pigeonholing these areas would make it even more difficult. Morrison stated that the goal is not so much to market to existing property owners, but to support the areas that are identifying their own unique assets, and to get leaders in those areas to take responsibility. Strecker encouraged board members to attend the next meeting.

3. **Press Conference on new ordinance regulating commercial sales/solicitation** – Morrison said she is concerned about how prepared the city enforcement agencies are for these new regulations to roll-out, and there are a lot of unanswered questions, but there will be a press event next Monday. Originally planned as a press conference, it is now being planned that councilmember O'Farrell and Gary Harris from Bureau of Street Services will be walking the Boulevard to personally inform vendors and tour operators about the new regulations. The ordinance goes into effect this Sunday.
4. **Hollywood Visitors Guide Status Report:** Strecker reported that despite some delays, the visitor's guide is nearing completion at a new, slightly smaller size, in order to conserve costs. The map is still not completely sold; the cover spot remains unsold. He expressed hope that this could be brought to completion by the October 28 deadline.
5. **Seismic messaging:** Morrison reported that the media attention on this issue is quite fluid. The media is now raising seismic safety issues that impact a wider area of Los Angeles; not just Hollywood. Questions are raised about the safety of older building and at issue is the significant cost associated with retrofitting these buildings. San Francisco passed a special assessment for retrofitting old buildings for current earthquake standards. Gubler added that we are still educating ourselves.

B. Security

1. **Status report from 14-week night security detail:** Tronson stated that Captain Zarccone had attended the security committee meeting, which was much appreciated. He said there is not much data yet to report on the nighttime security detail, as it has only been going on for a couple of weeks. Seyler stated that the observe and report function seems to be working well, citing specific incidents at Supperclub and the Hollywood/Cahuenga area where our guards had to engage. He said the nighttime crowd is rowdier and the officers are exposed to a lot more trying situations, but that the detail has seemed to have had a deterrent effect, and so far, he is encouraged by it. He said LAPD has gone above and beyond to communicate and support.
2. **Report on video surveillance system:** Tronson said that LAPD has indicated a strong desire for the BID to upgrade the security camera system. Mariani stated that the cost is estimated to be about \$100,000 to completely overhaul the system. A tour has been scheduled for Nov. 4 to look at a similar system at Cal State Dominguez Hills. The upgrade, which has already been approved by Sunset & Vine BID, would take about 6-9 weeks to complete, and the new system would allow scalability. Zarccone added that the detectives will use the system for proactive and reactive purposes but in the future he would like to have the cameras being actively monitored at least part-time. He said we could discuss having BID security monitor the cameras in the future although he would prefer it be LAPD officers; he suggested the BID might be able to pay for some of the overtime. Tronson said he will report on the progress made by the committee next month.
3. **Oct 31 Preparations:** Zarccone reported there will be over 300 officers on duty on October 31. Mariani said that the Sheriffs will also be upping their manpower on Metro. Morrison stated that we will be spreading the message via our social media channels that there is no public party going on in Hollywood that night.
4. **Kerr Complaint:** Morrison reported that this case stems from a 2011 arrest where the plaintiff was selling counterfeit watches. He is suing the BID security for emotional distress and negligence in relation to his arrest. Jeff Briggs is writing a letter to Andrews International for them to agree to handle the defense.

C. Streetscape and Planning

1. **Status report/ potential lease of Cherokee space for maintenance headquarters:** Mariani reported that he has been in negotiations to lease the space formerly occupied by HBT on Cherokee for our maintenance headquarters. He hopes to have an answer by next month.
2. **LaBrea Median:** Morrison stated that CRA is no longer paying for the utilities on the LaBrea median, so staff has requested a bid from landscape architect Diane Scanlan to develop a landscape plan for the triangular median and the adjacent island median using drought tolerant and native plants. The goal is to brighten the western gateway to the BID and draw attention to these previously underutilized spaces.
3. **Timeframe for maintenance RFP:** Morrison stated that our contract with CleanStreet expires on December 31, 2013, so the committee has been preparing for an RFP process. The schedule for the RFP is included in the packet, along with the current scope of services. If any board members want to be part of the selection committee, they should contact Sarah Besley.
4. **Sharky's alley update:** Mariani reported on some great news with regards to the Sharky's alley, stating that officer Maggie Diller with LAPD Hollywood was able to get the owners to agree to gating the alley. Also, the city is looking at whether or not Kushmart (marijuana dispensary) is a legal business to operate.
5. **Holiday decorations proposed by WOF trust:** Morrison stated that the WOF trust is exploring the option of purchasing holiday decorations to install along the streetlights on Hollywood Blvd. A mockup of one decoration is installed just outside the Chamber's office in front of the Roosevelt Hotel. The WOF trust may be approaching the BID or stakeholders within to help defray the costs; those interested in learning more should contact Linda Siegel, linda@lasengineering.com.

D. Nominating Committee

1. **Report from Nominating Committee:** Morrison reported that she sent out an e-mail two weeks ago encouraging directors to nominate themselves or others to serve as officers for the board. The nominating committee, made up of David Green, Monica Yamada and Beth Marlis will be interviewing potential candidates.

VI. New Business

1. **Action: Board position on motion introduced by Councilmembers LaBonge and O'Farrell regarding feeding in the public right-of-way:** Morrison reported that this is in response to the issues caused by the feeding program at Sycamore and Romaine, but reminded the board of the problems initially caused by the GettLove feeding program in the HED, which was resolved through working with that organization to bring their program indoors.

It was moved by Chris Bonbright, seconded by Galo Medina and **CARRIED to support the motion introduced by LaBonge and O'Farrell to encourage the city to find a way to prohibit feeding programs in the public right-of-way. Nine voted in favor.**

2. **Report on formation of CA BID Alliance to address legislative clarification of general v. specific benefits issues in BID statutes:** Morrison reported that an ad-hoc group, referred to as the California BID Alliance, is seeking funds to help draft technical legislation and secure passage of a bill to clarify and reduce ambiguity around the issue of what constitutes a general versus and specific benefit in the array of services traditionally provided by BIDs. The alliance is requesting that each BID

with a budget over \$1.2 million contribute .015 percent of their assessment revenue to assist with the effort. The amount assigned to the Hollywood Entertainment District is \$5,100.

It was moved by **John Tronson**, seconded by **Chris Bonbright** and **CARRIED to authorize expenditure equivalent to .015 percent of assessment budget to help fund CA BID Alliance. Nine voted in favor.**

VI. STAFF REPORTS

- a. Presentation to Melrose BID steering committee:** Morrison stated that although staff had produced an impressive proposal to the steering committee for consideration of a management contract between HPOA and the new BID, the Melrose BID will be managed by Don Duckworth, the consultant who formed the BID.
- b. Discussions re/ street closure quotas:** Morrison reminded the board of the Street Closure Committee and a previous discussion on whether or not a quota should be established with regards to number of street closures allowed per stakeholder; Bonbright said he would absolutely support this policy.
- c. Homewalk:** Morrison reported that Hollywood 4WRD will once again be participating in the United Way Homewalk on November 23, 2013, and encouraged board members to join the walking team.

VII. Next Meeting: The next meeting is the annual meeting, scheduled for November 21, 2013, to be followed by the annual board dinner. Location will be announced.

VII. Adjournment

There being no further business the meeting was adjourned by Stephan at 5:58 p.m.